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Matt Kurz

Illinois Wesleyan University

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Jodi Rowe Named To Lead New Office of Alumni Engagement

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Bloomington, Ill.—Blackburn College’s executive director of annual giving and alumni affairs, Jodi Rowe, has been named assistant vice president of alumni engagement at Illinois Wesleyan. Rowe brings seven years of alumni relations and annual giving experience to her new position, and will oversee the coordination of alumni relations and the Wesleyan Fund activities at Illinois Wesleyan.

“I am quite pleased that we were able to find a candidate with Jodi’s breadth of experience in both alumni relations and fundraising,” said Vice President for Advancement Marty Smith. “By combining our Alumni Office and the Wesleyan Fund under her leadership, we’ll create greater synergy in the work we do engaging our alumni.”

Rowe began her career at Blackburn in 2008 as manager of alumni relations and became director of annual giving in 2011. She was named executive director overseeing both areas in 2014. In this position, she had a broad range of responsibilities including the annual fund campaign, coordination of internal fundraising, alumni events and reunions and overseeing the Phon-a-Thon program. She also gained experience working on Blackburn’s capital campaign.



Jodi Rowe

“I have long admired Illinois Wesleyan and look forward to getting to know alumni and friends in the weeks and months ahead,” said Rowe. “My first priority, however, will be engaging our staff in conversations about how we can increase the engagement of our alumni and friends through coordinated programs.”

Rowe earned her undergraduate degree in political science from Blackburn College in 2004 and master’s in higher education administration from McKendree University, in 2014. She has also taken courses in fundraising management at The Lilly Family School of Philanthropy at Indiana University – Purdue University Indianapolis.